

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.25

# The Roses of New Castle

Plant These Famous  
Potted Roses Whenever It  
Suits You . . Spring  
Summer, Fall

•  
We Pay Shipping Charges.  
Safe Arrival and Satisfaction  
Guaranteed or Money Back.

Most  
Beautiful  
Crimson  
Rose in  
the  
World

1935  
39th  
Year

**2** Two year **\$1.35**  
Plants . .

Postpaid

**Pride of New Castle**  
Our Superb New, Ever-  
blooming Bush Rose.  
Details, Page 4.

## HELLER BROS. CO.

NEW CASTLE

P. J. Lynch, Owner

INDIANA

# A Life-Time Experience in Rose Growing Has Produced the Unequaled Beauty of the Famous "Roses of New Castle"



The "ROSES OF NEW CASTLE" for 39 years have been grown for the amateur or the beginner and are always on their own roots. Their fame is world wide. Grown in large pots or crocks, they are the most rugged, healthy, enduring, sure blooming roses now known. Our growing methods are not duplicated elsewhere and our plants may be planted at any time it suits you.

Our roses are as much an advance over the ordinary rose plant sold today, as the automobile is over the old fashioned buggy.

Kept during the winter in large pots, where they make tremendous roots, like trees, and at a temperature just above freezing, (nature's way of resting all plants and trees), when planted in the spring in just ordinary, good garden soil, they burst into magnificent growth as do all winter rested trees and plants and produce their gorgeous flowers early and in greater abundance and more continuously than any other rose plants in the world.

They don't need special attention, no petting, no coaxing, no expensive preparation for planting required—just ordinary, good garden soil enriched, if possible, with a little well rotted manure. Cow manure is best, but horse manure, thoroughly rotted, will do. Chicken, pig, sheep and other animal manure should be used sparingly. Spade 12 to 15 inches deep for good drainage. Plant them to suit yourself, as to the distance apart. Water thoroughly when you set them out so they will be damp to the bottom of the

roots. After that don't keep them too wet. Just moist. No pruning required. Cut the flowers as they come on, if you wish, and they will produce all the more. That's about all there is to it. If you have water at high pressure, syringe them frequently.

These plants are free of disease, healthy, enduring, **pot grown, always on their own roots and may be planted as soon as all frost is out of the ground and anytime that you wish during the growing season, May, June, July, August, September, October and even November up to severe freezing.** No closed season for planting. Buy them whenever it suits you best to plant them.

These potted roses of ours, on their own roots, have a great advantage over dormant, wild root, field grown roses, whose season for planting is in the very early spring and the very late fall. Our potted rose plants are ready for shipment **all the year through.** Plant them anytime in the year.

Once more let us impress upon you that these **are potted rose plants with wonderfully strong, active working roots ready to give immediate results in flowers in gorgeous abundance and they may be planted any month in the year, wherever you live in the U. S. A., if the ground is not frozen.** There are no other roses like these famous potted "ROSES OF NEW CASTLE" and our low prices give you no idea of the value and the pleasure you will have from planting them. If you need any special help, write us, sending a stamped envelope for reply.

---

Buying from us by mail is made easy. If it is not convenient for you to send a Post Office Money Order or Check with the order, we will gladly send the goods by Parcel Post, C. O. D. Just pay the postman when the goods arrive. We guarantee safe delivery to your door.

**HELLER BROTHERS COMPANY**  
**NEW CASTLE, INDIANA**



P. J. Lynch, Owner

To Whom It May Concern:—"Mr. J. P. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.

# Here are Answers to Your Questions • • Please Read • •

The Real Test of a rose is its roots. The root action is the motor of the plant. Our Roses, grown by skilled growers, are heavily rooted and specially prepared to stand up and do well—anywhere—even under most unfavorable conditions. A rose plant will not bloom profusely unless it has strong, vigorous roots. This is what you expect and pay for. You get real roots with the "ROSES OF NEW CASTLE" and always the kind of plants that do well and bloom profusely without any coaxing or petting. Our pot-grown rose plants are unsurpassed in quality—and the prices are remarkably low. We take the risk out of rose planting by growing only high grade stock in pots. The best is always the cheapest. Don't be deceived by "loud speakers." Noise and real service seldom go hand-in-hand.

**How to Plant.** Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing ironclad about this. Plant to suit yourself or your space. Plant closer if you want to. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly of course. Mulching with cow manure now will do wonders.

**When to Plant.** Plant these famous pot-grown "ROSES OF NEW CASTLE" after all danger of freezing or heavy frost is past, *and any time thereafter that suits you*. Don't overlook this fact that these "ROSES OF NEW CASTLE" may be planted *any time* during the growing season—from *early spring, summer up until freezing weather*—because, being pot-grown, they can be transplanted safely whenever it suits you. Dormant plants have a short planting season in the early spring and also a short life, as we have observed. Our plants are pot-grown, the best for the amateur planter. Plant them whenever it suits you, after all danger of severe frost is past.

**Winter Protection. Please Read.** This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a good covering of soil around the plants, then leaves, litter, straw; heap plenty of soil up around the stalks. Now, here again—is the value of the "ROSES OF NEW CASTLE." Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

**Pruning.** When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury **about one-third of their growth in early spring, before they foliage out.**

**General Information.** After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful, but they do best in full sunshine. Do not plant too close to trees or shrubs.

## WRITE US IF YOU NEED HELP

Feel free to write us at any time, but please send stamped envelope for reply.

Won't You Please Read These  
Planting Instructions?

**READ WHAT U. S. GOVT. SAYS**—In bulletin No. 750, issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDROOT roses, which we **do not** grow, and OWN ROOT roses, which is our specialty, and which we have always claimed are the most satisfactory for amateur rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

**My Personal Nomination for the Most  
Gorgeous Rose I've Ever Seen is . . . .**



# The PRIDE of NEW CASTLE

No illustration can show this magnificent, new bush rose of ours as it really is. It is wonderfully strong growing, free from disease, forming a bush 3 to 5 feet high, bearing continuously, enormous flowers, 5 to 7 inches across, on long stiff stems. The immense flowers are full, deep and double—as many as 50 petals to a single flower. The long, pointed buds are beautifully formed. Foliage very large, handsome and healthy.

Extremely hardy everywhere. In the writer's own garden it has survived without protection, a winter temperature of 25 degrees below zero. Some record that!

The color is deep, shining, velvety crimson, unparalleled in beauty. Exquisitely fragrant—a single flower will scent a whole room with its delicious odor.

This American rose is far better, we think, than any rose we have ever seen, either of American or foreign origin. This is an American born rose, so let's "buy American" and get the most gorgeous rose you have ever seen. It is rather tiresome to read the superlative claims for new roses of foreign origin, so inferior to this great new American rose of ours, with the prices of their same roses of foreign origin from \$2.00 to \$5.00 each, when you can get a great rose like this, born here in America, better than anything that has ever come from Europe, in our judgment, at a price that suits the purse of everyone. So once more, we suggest, let's "buy American" and get the worth of our money.



#### **Special Bargain Prices**

Potted plants, own roots, large 2 and 3 year old plants, 75c each; 2 for \$1.35; still larger, star size, specimen plants, \$1.00 each; strong 1 year old plants, 25c each; 3 for 60c, all sent postage paid.

# A M O S T P O P U L A R A M E R I C A N R O S E ...L O V E L Y... “Jeannette Heller”

The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush rose in the world.

The proof of goodness in anything is the continued demand for it. This great rose of ours stands without a parallel in sales, we believe. Upwards of a million plants has been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us that “**Jeannette Heller**” is one of the most satisfactory and most beautiful of all roses.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unparalleled. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

Color indescribable a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous.

In any size plant it will bloom immediately this year anywhere, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Plant it where you will—IT GROWS. IT BLOOMS—and is an everlasting joy to the beginner or amateur. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever.



Our Lovely Jeannette Heller Rose



Alexander Hill Gray  
Gorgeous Yellow

## Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow “American Beauty.”

## Dainty “Baby Doll”

Exquisitely Beautiful—Colors Rival the Rainbow  
Our Sensational New Hardy Everblooming Bush Rose

This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. *It grows not to exceed 15 inches high*, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. *The plant is always blooming!* In hardiness and health it is superb, exquisitely formed, dainty and beautiful. *The tips of the petals show vivid crimson, then that mellowes down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold*—so extraordinary that everyone who sees it exclaims, “What a wonderful rose!” Perfectly hardy everywhere. Still in bloom today in the writers garden. (November 20th.)

**SPECIAL BARGAIN PRICES**, Jeannette Heller, Alexander Hill Gray, Baby Doll: Potted plants, own roots, large 2 and 3 year old plants, 70c each; 2 for \$1.25; still larger, star size, specimen plants, \$1.00 each; strong 1 year old plants, 25c each; 3 for 60c, postage paid.



Our Dainty “Baby Doll”

# New Hardy Everblooming Garden Roses

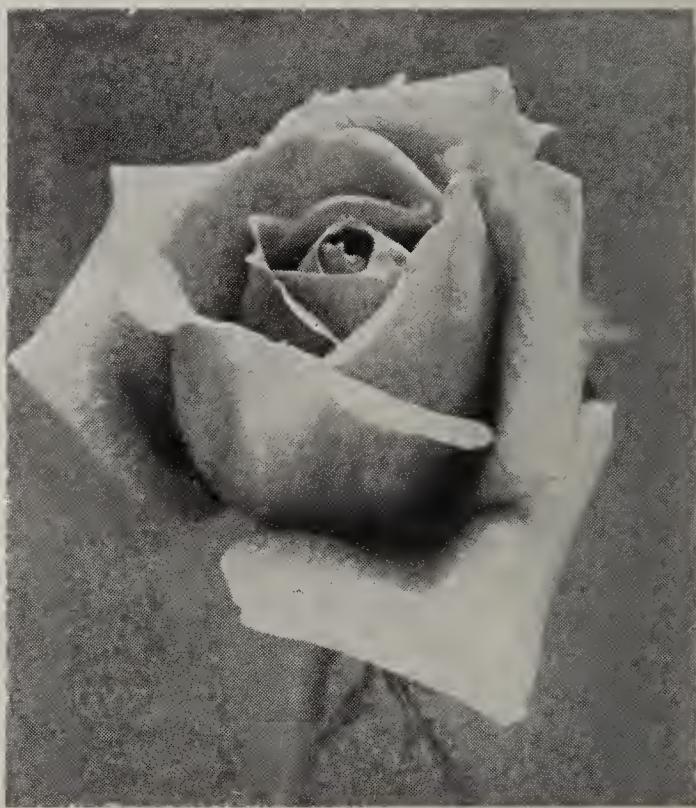
The yearly crop of new roses brings but few that are worth while. Unless you want to experiment, no need to go outside of what is offered here. Hardiness, health, freedom of bloom, beauty of flavor, and wide range of new color effects—all will be found in our list. All are bush type, hardy garden roses. Hybrid Teas, except as noted.

## Talisman

Sensational and world famous new bush rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known. Sold only in strong 2 and 3 year old, pot-grown plants; **75c each** and larger star size, **\$1.00 each**.

**President Hoover**—New novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange yellow at base of petals, suffused with rose pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects; given highest honors and gold medals every where. Very hardy. Sold only in strong 2 and 3 year old, pot-grown plants, **75c each** and larger star size, **\$1.00 each**.

**Crimson Beauty**—New. Improved “**Gruss an Teplitz.**” Strong, clean, sturdy, bush. Glowing crimson flowers, borne continuously. Very hardy.



*Beautiful Mrs. A. R. Waddell*

**Chaplin's Pink Climber**—Pronounced as the best hardy climber introduced in years. Large flowers clear, sprightly pink, borne in immense trusses. A pink “**Paul's Scarlet.**”

## Mrs. A. R. Waddell

Rivals “**Rev. F. Page-Roberts**” better grower. Beautiful buds, large flowers, a very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among roses; too little known. Distinct, strong, free, hardy.

**Lady Alice Stanley**—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

**Roselandia**—Dark saffron-yellow. Considered an improved “**Ophelia.**” Sweet perfume.

**W. Freeland Kendrick**—Buds medium, flowers large, double. Color, flesh deepening to peach in center.

**Senator Mascurand**—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

**Padre**—New. Improved “**Mme. Herriot.**” Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds.

**Mrs. Henry Morse**—Best new two-tone, much sought for. Contrasting shades of pink, glowing yellow undertones. Gorgeous.

**Mme. Gregoire Staechelin**—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.



*A Great New American Rose, Talisman*

**NEW LOW PRICES**, all roses on this page except Talisman and President Hoover: Strong, first size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 70c each, any 2 for \$1.25, postpaid. Still larger star sized plants 90c each; postpaid. Ready for planting spring, summer and fall.



## NEW ROSES—Continued



*The Superb Etoile de Holland*

**Royal Red**—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.

**Edel**—Bud large, flower large, double, stately; fragrant; white with ivory shading.

**Elsie Beckwith**—Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.

**Duchess of Wellington**—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous, free flowering.

**Lady Ursula**—Pale pink, blooms continuously throughout the summer.

**La Champagne**—Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

**Red Giant**—Bears lovely carmine colored flowers throughout the season.

**City of Little Rock**—Beautiful bright pink. Flowers large. Strong grower, free flowering.

### John Cook

Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.

**Kootenay**—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

**Red Columbia**—Color brilliant scarlet crimson of exquisite shading.

**Courtney Page**—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.

**Templar**—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

**The General**—New, red leader. Dwarf. Vigorous. Free blooming. Lovely flowers. Delightful fragrance. Color brilliant red. Rare.

**Betty Uprichard**—Beautiful, new, two-toned rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing.

**Briarcliff**—Great garden rose. Brilliant pink, enormous; highly scented. Healthy, strong growing.

### Etoile de Holland

Bright red flowers of good size, fairly full, deliciously perfumed. Regarded as one of the best new roses.

**John C. Mensing**—Bright shimmering pink shaded golden. Petals large, well formed; gorgeous.

**Rose Hill**—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

**Garden Gem**—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.



*Great Garden Rose, John Cook*

**NEW LOW PRICES**, all roses on this page: Strong, first size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 70c each, any 2 for \$1.25, postpaid. Still larger star size plants, 90c each; postpaid. Ready for planting spring, summer and fall.

Any Two—2 year Roses \$1.25  
below for . . . . .

Post  
Paid

Really 3 year old potted plants at new low  
prices. See detail prices at the bottom of page.

## Hardy Everblooming Garden Bush Roses

On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent. Any rose not offered in this book will be secured for you at a low price.

### Gruss an Teplitz

**The Sweetest, Richest Crimson Hybrid Tea Rose**—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.



*One of the World's Best, Gruss an Teplitz*

**Mrs. Aaron Ward**—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly-like foliage; always blooming.

### Red Radiance

#### *A Great American Bush Rose*

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

### Crimson Queen

There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom; extremely hardy.



*Great Red Radiance*

### Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

**Victor**—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems. Buds long and pointed opening full and double.

### Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

**NEW LOW PRICES**, on all roses on this page: First size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid; Still larger star size or specimen plants at 85c each, 2 for \$1.50, postpaid. Ready for planting spring, summer and fall.



*Crimson Queen*

Any Two—2 year Roses \$1.25  
below for.....

1.25  
Post  
Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

**Gen. MacArthur** (H.T.)—Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Erect plant, fine foliage. Very good. **Richmond**—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous. Free flowering all summer.

### Helena Cambier

Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose.

**Colonel R. S. Williamson**—New and lovely satiny white, deep blush center. Large.

**Amelia Gude**—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

**Sunburst (Giant Yellow)**—Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth.



*The Peerless Etoile de France*



*Lovely Lady Hillingdon*



*Helena Cambier*

### Etoile de France

The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive deep, full cup-formed flowers of clear red or velvety crimson. A superb garden rose.

**Mme. Eugene E. Marlitt**—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing rose.

**Lord Charlemont**—Clear crimson, deepening to carmine crimson almost black shadings, large, full, sweetly scented. A magnificent rose.

**Silver Columbia**—An offspring of the great “**Columbia**,” with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in **American Beauty**. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.

### Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

**NEW LOW PRICES**, on all roses on this page: First size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Still larger star size or specimen plants at 85c each, 2 for \$1.50, postpaid. Ready for planting, spring, summer and fall.

Any Two—2 year Roses \$1.25  
below for..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

### Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow "American Beauty."

**Prince E. C. D'Arenberg**—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine disease resistant foliage.

**National Emblem**—Crimson, overlaid with deep, velvety crimson, shading to deeper vermillion edges; buds long and pointed, blooms full, deep and double; fragrant.

**American Beauty**—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom.



*Alexander Hill Gray, Great Yellow Rose*

**Premier**—Blooms immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings.

### Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden rose.



*Giant Rose, Jonkheer J. L. Mock*

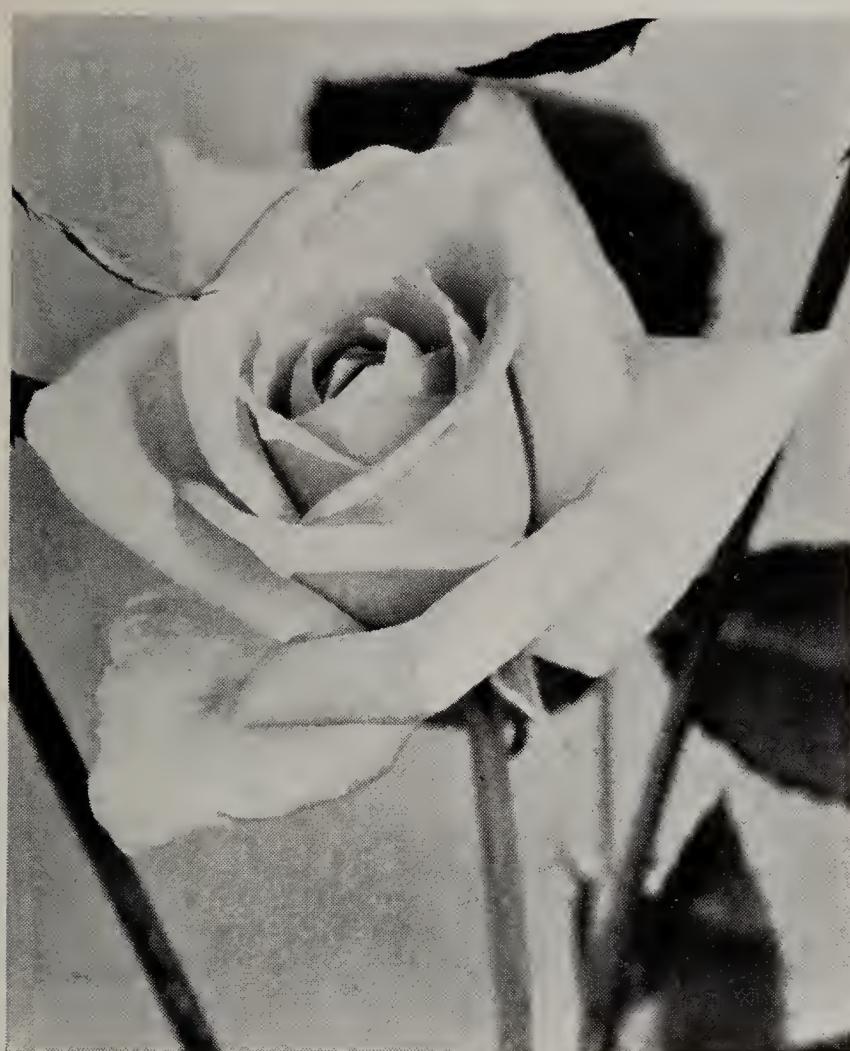
### Jonkheer J. L. Mock

**Gorgeous Giant Pink**—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.

**NEW LOW PRICES**, on all roses on this page: First size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Still larger star size or specimen plants at 85c each, 2 for \$1.50, postpaid. Ready for planting spring, summer and fall.

Any Two—2 year Roses \$1.25  
below for..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.



One of the Greatest Garden Roses, *Columbia*

## **Columbia**

*Lovely Pink Garden Bush Rose*

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

**SCIENTIFIC PACKING**—Next to the soil in which a Rose is grown (and our soil is unsurpassed) the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, British Honduras, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland, etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them. All of this means shipping by mail is absolutely safe.

**NEW LOW PRICES**, on all roses on this page: First size plants, 25c each, any 3 for 60c; Strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Still larger star size or specimen plants at 85c each, 2 for \$1.50, postpaid. Ready for planting spring, summer and fall.

**Red Letter Day**—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

**Francis Scott Key**—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double.

**Clothilde Soupert**—One of the greatest of all bush roses. Has everything—beautiful flowers borne in amazing profusion continually. We could fill a page saying good things about it. A strong dwarf grower, producing clusters of full, double flowers. Color beautiful ivory white, silvery rose center.

**Climbing Columbia**—Same as *Columbia*. Wonderful climber, growing ten to fifteen feet in a single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, everblooming, climbing rose. Fragrance delicious.

## **Miscellaneous Roses**

**Hermosa**—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

**Sir Thomas Lipton—Rugosa Rose**—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak,

**Henri Martin—Hardy Moss Rose**—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

**Elizabeth Rowe**—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

*"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."*

*Mrs. T. F., Paris, Illinois.*

Any Two—2 year Roses \$ **1.25**  
Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## Miniature or Baby Roses

Dainty, perfectly formed, just like their big sisters, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.

**Ideal**—Enormous heads of blooms of intense, deep garnet.

**Anny Muller**—Flowers shiny, brilliant pink, produced in profusion all summer.

**Marie Pavie**—Medium size, very full and double; borne in large clusters, white flushed carmine. Shapely plants.

**Ellen Poulson**—Dark brilliant pink, borne profusely.

**White Baby Rambler (Catherine Zeimet)**—Pure white flowers borne in immense clusters. Delicious fragrance.

**Baby Tausendschon**—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

**Red Baby Rambler**—Beautiful clusters of bright red flowers, borne in the greatest profusion.

**Chatillion**—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

**Mlle. Cecile Brunner**—Rosy pink on rich creamy white ground. Perfect miniature flowers.

**La Fayette**—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

**Gruss an Aachen**—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average Polyantha.

**Miss Edith Cavell**—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.



*Dainty Baby Roses—Hardy, Always Blooming*

**George Elger**—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

**NEW LOW PRICES:** Miniature Baby Roses offered above; one year old plants, 20c each, 3 for 50c. Strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Still larger star size or specimen plants at 85c each, 2 for \$1.50, postpaid. Ready for planting spring, summer and fall.



*Hugonis, "The Golden Rose of China"*

This new Chinese rose with its immense wreaths and in early spring before all other flowers appear. In late fall foliage is a beautiful purple. A real novelty. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 100 plants.

### **Dark Pea Green Rose**

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—**dark, pea green**. We believe we have the only stock of it now known. Much has been printed in the newspapers from coast to coast wherever it has been seen, because it is surely a curiosity. It blooms constantly and is never without flowers. Stock limited. **Strong, one year old plants, Green Rose, 50c each; heavy, 2 and 3 year old plants, \$1.00 each, postpaid. Star size plants, \$1.25 each, postpaid**

### **Hugonis**

Known as "The Golden Rose of China." Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection. Needs no protection. **gorgeous flowers is truly a sight to behold blooming** Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 100 plants.

**NEW LOW PRICES:** Strong one year old plants, of Hugonis, 25c each, 3 for 60c, postpaid. Large 2 and 3 year old plants, 70c each, 2 for \$1.25. Star size plants, 90c each, potpaid. All pot grown on own roots. Ready for planting, spring, summer and fall.

Any Two—2 year Roses **\$1.25**  
below for.....  
Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.



*Beautiful Pink Cochet*

**Red Maman Cochet**—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

**Yellow Maman Cochet**—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest yellow Roses.

#### **Pink Killarney**

Strong, sturdy and upright, with fine heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant shell-pink; hardy everywhere.

**Mme. Jenny Gillemot**—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

**White Killarney**—Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds, so distinct that everyone knows it by its shape.

**NEW LOW PRICES**, on all roses on this page: First size plants 20c each, any 5 for 85c; strong 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Still larger star size or specimen plants, 85c each, postpaid. Ready for planting spring, summer and fall.

## **The Great Hardy Cochet Bush Roses**

### **Here Is a Complete Rose Garden in Itself**

**2 Two-Year, \$1.25 5 One-Year, 85c**

The Cochet Roses are among the greatest of all hardy everblooming bush garden roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. Flowers are superb. Always in bloom the summer through.

**Pink Maman Cochet**—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

**Crimson Maman Cochet**—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

**White Maman Cochet**—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

**SPECIAL OFFER**—Cochet Roses, one each, 5 in all 85c, postpaid; extra strong two-year-old plants 5 in all \$3.00 by prepaid parcel post; still larger, star size, 5 in all, \$4.25 prepaid by parcel post.

**PLEASE ORDER AS THE "COCHET SET"**



*Pink Killarney, Superb Garden Rose*

Any Two—2 year Roses \$1.25  
below for..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## Hardy Everblooming Bush Tea Roses



*Bridesmaid, Brilliant Pink*

### Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

**Marie Guillot**—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

**Marie Lambert (Snowflake)**—Large, double, creamy-white flowers, produced in marvelous profusion.

### Columbia Set of Roses

**5 Beautiful Roses Postpaid 85c**

**Columbia**—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

**Kaisserin Augusta Victoria**—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

**Mrs. B. R. Cant**—Beautiful, deep pink with silvery center. Double.

**Mme. Francisca Kruger**—Flowers very large. Color salmon, deeply shaded coppery yellow.

**Alex. Hill Gray**—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 85c prepaid by parcel post. Two year old pot grown plants, \$3.00 postpaid.

To this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

### Etoile de Lyon

(STAR OF LYON)

Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and *Alexander Hill Gray* are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are many roses in commerce but none to compare with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.



*The great yellow rose, Etoile de Lyon*

NEW LOW PRICES, on all roses on this page: Strong, first size potted plants, 20c each, any 3 for 50c, postpaid; extra large heavy 2 and 3 year old plants, 65c each, any 2 for \$1.25. Star size, specimen plants, 85c each. Ready for planting, spring, summer and fall.

Any Two—2 year Roses \$1.25  
below for..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## HARDY EVERBLOOMING GARDEN BUSH ROSES (TEAS)—Continued

### Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

**The Bride**—There is no other white rose more satisfactory than the "Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

**Mrs. B. R. Cant**—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

**Cornelia Cook**—Flowers borne in great profusion; color exquisite pure creamy white, tinged with lemon and blush. A very desirable garden rose.

**Mme. Francisca Kruger**—This beautiful rose is of strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.



Beautiful Lady Hillingdon

**NEW LOW PRICES**, on all roses above: Strong one year old plants, 20c each, any 3 for 50c, postpaid; extra large heavy 2 and 3 year old plants, 65c each, any 2 for \$1.25. Star size, specimen plants, 85c each, postpaid. Ready for planting spring, summer and fall.

## Hardy Hybrid Perpetual Roses

This class with varieties described below, is noted for its extreme hardiness. Especially adapted to northern climate. Known as the old-fashioned "June Rose." Large flowers. **In these varieties we offer strong 2 and 3 year old plants and star or specimen plants only.** See prices below. Please don't order 1 year old plants.

### Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious flower, snow white in color. Practically an ever blooming rose, producing flowers as a rule, through the entire season, especially in the late fall. 2 yr., 70c each; star size, \$1.00 each, postpaid.

**Gloire Lyonnaise**—Flowers large and full; color white, base of petals canary. Tea scent. 2 yr., 70c each; star size, \$1.00 each, postpaid.

**General Jacqueminot**—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full. 2 yr., 70c each; star size, \$1.00 each, postpaid.

**J. B. Clark**—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson. 2 yr., 70c each; star size, \$1.00 each, postpaid.

**Magna Charta**—Extra large, full flowers, very double; of fine form, and sweet; clear, rosy red, beautifully flushed with violet-crimson; sure and profuse bloomer. 2 yr., 70c each; star size, \$1.00 each, postpaid.

**Paul Neyron**—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double. 2 yr., 70c each; star size, \$1.00 each, postpaid.

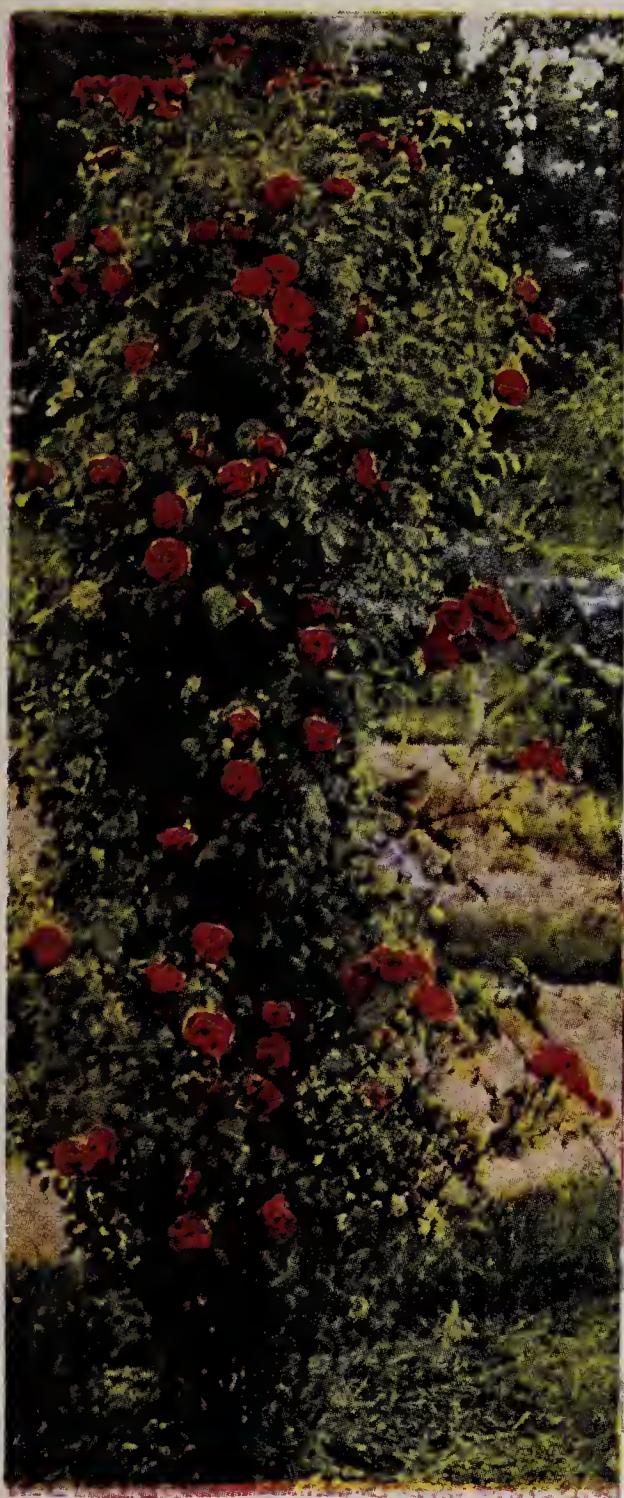


Magna Charta



Any Two—2 year Roses \$1.25  
below for ..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.



*Flaming Paul's Scarlet Climber*

**Jacotte**—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

### **The Great Climbing American Beauty Rose**

*A Most Sensational New Arrival Among  
"The Roses of New Castle"*

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. *Ours is the genuine stock. Absolutely true to name, on its own roots.*

### **Flaming Paul's Scarlet Climber**

This great new climbing rose is one of the few best roses for home planting. Blooming freely early and then frequently in late fall. Color a flaming scarlet, a new and striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it as much as "Blaze."

**Tausendschon (Thousand Beauties)**—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers.

**Rosarie (Pink Tausendschon)**—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.

**Mary Wallace**—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon a base of petals. Very hardy.

**Eugene Jacquet**—Immense trusses of fragrant cherry-red flowers in profusion.

**Emily Gray**—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.



*The Great Climbing American Beauty*

**NEW LOW PRICES**, on all roses on this page: Strong, first size pot-plants, 20c each, any 3 for 50c, postpaid; 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Star size plants, 85c each. Ready for planting spring, summer and fall.

Any Two—2 year Roses \$1.25  
below for..... Post Paid

Really 3 year old potted plants at new low  
prices. See detail prices at bottom of page.

## Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

•

### Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose **Gruss an Teplitz**, but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously through the growing season. One of the world's greatest everblooming pillar type climbing rose; hardy everywhere.

**Marechal Niel**—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

**Mrs. Robert Peary (Climbing Kaiserin Augusta)**—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

**Climbing Cecile Brunner**—Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

**Climbing White Maman Cochet**—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

**Climbing Pink Maman Cochet**—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

**The Cherokee Rose**—The bushes bear large pure white roses in great profusion.

**Climbing Sunburst**—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.



*Climbing Gruss an Teplitz, Vivid Crimson*

**Climbing Helen Gould**—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm water-melon red. Superior.

**Fortune's Double Yellow (Beauty of Glazeng-wood)**—Bronze-yellow or coppery and fawn color.

**Freedom**—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

**Climbing Rhea Reid**—Same as "Rhea Reid" except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

**Climbing Clothilde Soupert**—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

**Belle of Portugal**—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

**NEW LOW PRICES**, on all roses on this page: Strong, first size pot-plants, 20c each, any 3 for 50c, postpaid; 2 and 3 year old plants, 65c each, any 2 for \$1.25, postpaid. Star size plants, 85c each. Ready for planting spring, summer and fall.

# The Best in Dahlias

You'll be delighted with  
every Dahlia in this list

The gorgeous beauty of the present day Dahlia is almost unbelievable. We offer a limited number of the very latest varieties, which is impossible to describe. Varieties like **Pride of California**, **Copper Bronze**, **Jane Cowl**—You have to see them to appreciate how magnificent they are. Dahlias require just ordinary good garden soil, plenty of sun shine. Plant after danger of frost is over. Don't use too much manure in soil. Plant about 5 or 6 inches deep, cover with about 3 inches of soil. Prices include postage prepaid for strong divisions.

**Pride of California**—Giant flower, dark crimson. Really gorgeous. **50c each.**

**Copper Bronze**—Immense flowers, 6 to 7 inches across. Coppery tints impossible to describe. **40c each.**

**Purple Pom Pon**—Beautiful purple, double flower. Resembling a Zinnia. **35c each.**

**Mrs. I. D. Ver Warner**—Large flower. Clear mauve or orchid pink. Superb. **30c each.**

**Bonny Blue**—Real oddity; flower of a distinct blue. Most attractive flower. **30c each.**

**Little Johnnie**—A fine brick red color effect. Flower of the pom-pon type. **25c each.**

**Amber Queen**—Immense, lightish yellow or amber. A glorious flower. **35c each.**

**Amun Ra**—The great gold medal Dahlia. Immense grower, flowers 8 inches across. Gorgeous shades of copper, orange and bronze. Nothing like it. **50c each.**



*Giant Copper Bronze, Greatly Reduced in Size*

**Jane Cowl**—A beautiful old gold with a bright salmon tint at center. Gorgeously beautiful. **75c each.**

**Catherine**—The most perfect yellow pom-pon. Strikingly beautiful. **25c each.**



*Peony, Festiva Maxima*

## Magnificent Peonies

Without question the most glorious flower in the garden. Once planted they last a lifetime. Stand the severest winters without protection. Even when not in bloom the Peony is decorative in the extreme.

**Price all Peonies, in large two and three eye roots, 40c each, any 3 for \$1.00, postpaid.**

**Edulis Superba**—Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

**American Beauty**—Immense, brilliant crimson. Nothing to equal it.

**Duchess de Nemours**—Sulphur-white, changing to pure white. Double. Early.

**Candidissima**—Creamy-white, sulphur yellow center.

**Rosea Elegans**—Soft rose-pink. Large, full, double.

**Nobilissima**—Dark violet red. A very beautiful variety.

**Festiva Maxima**—White, red in center. Very large and fine.



Ferdinand Cortez



Rosenberg



Athis

## ● Permanent Hardy Phlox ●

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

**R. P. Struthers**—Salmon, claret red eye; tall.

**Rosenberg**—Purple, red eye.

**Ferdinand Cortez**—Tall, deep crimson.

**Rynstrom**—Rosy pink, fine for massing.

**Pantheon**—Soft salmon rose. Beautiful

**Champs Elysee**—Purple.

**Europa**—Pure white, crimson carmine eye.

**Athis**—Deep, clear salmon.

**Rheinlander**—Salmon pink, claret red eye.

**Terre Neuva**—Lavender, dwarf grower.

**Mrs. Jenkins**—Best tall early white variety.

**Prices Hardy Phlox:** Strong, vigorous, field grown plants, the only reliable kind for immediate effect, 25c each, 5 for \$1.00; \$2.00 per dozen, postpaid. One each, 10 Phlox above, \$1.75 postpaid.

## Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into summer.

**Price of named varieties of Gladioli:** Any 2 for 15c, any 6 for 35c; 60c per dozen, all postpaid by mail.

**Wilbrink**—Lavender pink, early, very beautiful.

**Le Marechal Foch**—Rose-pink. An improved America. Large flowers and very early.

**Prince of Wales**—Flowers are large and color is most charming coral pink.

**Schwaben**—Clear canary-yellow shading to soft sulphur. Large flower stalk and wonderful blooms.

**Mrs. Francis King**—Brilliant vermillion scarlet.

**E. J. Shaylor**—Tall, beautiful, pure deep rose-pink.

**Evelyn Kirtland**—Rosy-pink, with shell pink center, brilliant blotches on lower petals; tall spike.

**Herada**—Pure mauve, deeper throat markings; beautiful.

**Jewel**—Light salmon, with deeper yellow blotch.

**Crimson Glow**—A perfect, very large, deep scarlet.

**Louise**—Beautiful deep lavender.

**Maidenblush**—Very early, light pink. A great favorite.

**SUPERFINE MIXTURE GLADIOLI**—All colors gladioli, large bulbs, sure to bloom, 40c per dozen, \$2.50 per 100, postpaid by mail.



Typical New  
Castle Gladioli

# OLD-FASHIONED HARDY PERENNIALS

There is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color.

**Coreopsis**—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting, having long stems.

**Achillea (The Pearl)**—Double white flowers produced in large sprays all summer. Fine for cutting.

**Funkia (Day Lily)**—Immense spike pure yellow, waxy-like flowers; fragrance like orange blossom. Glossy green foliage.

**Rudbeckia (Golden Glow)**—Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow.

**Chinese Lantern Plant**—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

**Bocconia (Plume Poppy)**—A stately plant with fig-like foliage and white flowers. Effective for lawns.

**Delphiniums (Hardy Larkspur)**—One of the most popular perennials, excellent for cutting, colors range from palest sky blue to the very deep indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers.

**Campanula (Canterbury Bell)**—Large clusters of bell-shaped flowers, mixed.

**Shasta Daisies**—The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

**Clove Pinks**—All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

**Hollyhocks**—Double, mixed colors.

**Gaillardia (Blanket Flower)**—One mass of bloom from June till Autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermillion, are borne on stems 18 to 24 inches long.

**Oriental Poppy**—Brilliant orange, black blotches at base of petals. Beautiful.

---

**NEW LOW PRICE** of all Hardy Perennials on this page: Extra strong, immediate blooming, 25c each, any 5 for \$1.00; \$2.00 per dozen, postpaid.



Hardy Clove Pinks



Gaillardia



Delphinium



Campanula

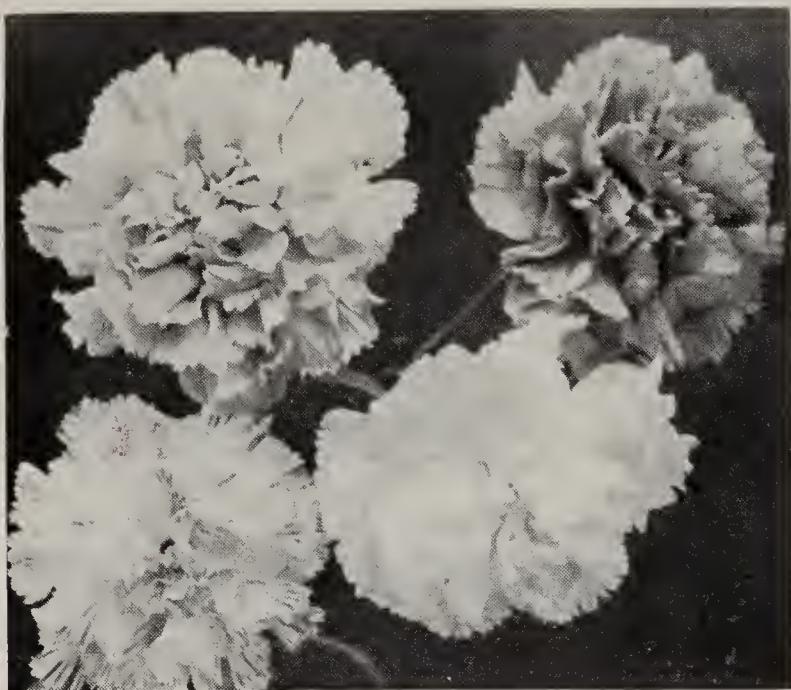


Coreopsis



Oriental Poppies

# CARNATIONS, THE DIVINE FLOWER, \$1.25 DOZEN



*New Castle Carnations*

Just think what pleasure you can get from a dozen fine plants of these lovely cut-flower carnations. Blooms cost from two to three dollars a dozen in florist shops.

You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter a long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

**Betty Lou**—Superb, new, deep pink. Immense flowers.  
**Pink Abundance**—Great new pink, large.

**Aviator**—Best standard crimson.

**Spectrum**—A brilliant, rich scarlet; a good grower.

**Pink Enchantress**—Large, deep pink.

**Radium**—Beautiful, red fine large bloom.

**Golden Glow**—Bright yellow; always blooming.

**Arctic**—Fine white, large flowering.

**Ivory**—Beautiful creamy white.

**Cheerful**—Deep pink, large flowers.

**Harvester**—Beautiful ivory white; large.

PRICE, Carnations, strong pot plants, 15c each, any 4 for 50c, \$1.25 per dozen, postpaid.

## • New Gorgeous German Iris • In An Astounding Range of Colors



*German Iris*

Iris or Fleur-de-lis is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

**Caprice**—Cerise, deeper falls, early.

**Caterina**—Standards light blue, falls lilac; very large; very tall.

**Crimson King**—Rich claret purple.

**Dr. Bernice**—Standards coppery bronze falls rich velvety crimson. Extra fine.

**Honorabilis**—Golden yellow and crimson brown.

**Madame Chereau**—White frilled edges beautifully penciled violet-blue.

**Queen of May**—Lilac pink, large; midseason. Beautiful tall growing variety.

**Speciosa**—Lavender and reddish purple.

**Sherwin Wright**—Fine bright yellow.

**Walhalla**—Standards violet, fall purple.

Price of all Iris: Strong plants, 15c each; 4 for 50c; set of 10 varieties above, \$1.00 postpaid.

## Fine Tuberoses

**Dwarf Excelsior Pearl**—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

**Orange Flowered**—Bears snow white flowers. 7c each, 75c per dozen, postpaid.

**New Variegated Leaved**—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.

**SPECIAL OFFER**—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leaved—12 in all for 50c.

# BEAUTIFUL CANNA LILIES

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

**Eureka**—The best and only real white, very rare. Large substantial flowers freely produced on vigorous upright stalks. 4½ feet.

**Mrs. Alfred F. Conard**—4 feet. Color, a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

**President**—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.



*Our Cannas Give Gorgeous Bedding Effects. Plant a Dozen!*

**King Midas**—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

**King Humbert**—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

**Miss Theo. Hall**—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

**Wintzer's Colossal**—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

**Charles Henderson**—Brilliant crimson. 5 feet.

---

Prices on All Cannas: 20c each; 3 for 50c; \$1.75 per dozen, assorted; any 6 at the dozen rate, postpaid.

---



*Geranium, Jean Viaud*

**S. A. Nutt**—Double, dark red. Free bloomer. None better.

**Scarlet Bedder**—Scarlet.

**Improved Poitevine**—Salmon pink.

**Red Barney**—Red; strong grower.

**Sweet Scented**—Delicious rose scented; an exquisite variety.

**American Beauty**—Beautiful crimson.

**A. Brown**—Magnificent rosy crimson, fine.

## Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

---

Price all Geraniums, large thrifty plants for immediate effect, 15c each, 2 for 25c, 4 for 50c; \$1.40 per dozen, in one or assorted varieties, postpaid.

---

**Frau Perkins**—Beautiful cerise pink, white center.

**Mme. Barney**—Famous double pink, of a lively shade; exquisite.

**La Favorite**—Double, pure white. The leader. Very attractive.

**Alphonse Ricard**—Double, bright vermillion.

**Jean Viaud**—Double, bright, clear shade of mauve-rose, shading to a white throat.

# The Best Chrysanthemums



*This beautiful photograph gives a faint idea, at least, of the beauty of the hardy Pompon Mums.  
Plant generously of them.*

## 5 POMPONS 50c POSTPAID

Sunshine—Yellow. New York—Bronze.  
Red Doty—Red. Red Beau—Brown.  
Mrs. Buckingham—Pink.

One Each of Above 5 Pompon Mums for  
50c Postpaid. Order as "POMPON SET."

## 8 Superb Varieties 75c

8 superb varieties of our selection  
from list below, sure to bloom this  
year; all different, 75c postpaid.  
Please order as "Superb Collection."

## Large Flowering Mums

Oconto—Pure white, large.  
**Golden Chadwick**—  
Hadsome yellow. Incurved.  
**Pacific Supreme**—Large  
pink.  
**Charles Rager**—A pure  
white variety, early.  
**Roman Gold**—Superb yel-  
low, early.  
**Rose Chochard**—A very  
large dark pink.  
**White Chieftain**—White.  
**Pink Chieftain**—Pink.  
**Major Bonnafon**—Fine in-  
curved yellow.

**Golden Glory**—Shining gold,  
full and big.  
**Sunbeam**—Bright yellow.  
**Sun Glow**—Bright yellow.  
**Pink Mistletoe**—Very large,  
pink, very late.  
**Betsy Ross**—Incurved white.  
**C. C. Pollworth**—Choice  
early yellow.  
**Harvard**—Late, dark velvety  
crimson. Double.  
**Silver Sheen**—Large white.  
**Seidewitz**—Large, beautiful  
creamy white.  
**Richmond**—Fine, large,  
deep orange yellow.  
**Hilda Bergen**—New. Bronze.

## Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers.  
Very showy. Continue blooming even after heavy snows. They  
last for years. Our collection includes the very best.

**Sunshine**—Crowded sprays  
of intense yellow.  
**Christmas Gold**—Bright  
golden yellow.  
**Mrs. Buckingham**—Single  
rosy, pink, yellow center.  
**Miramar**—A fine bronze. In-  
curved petals.  
**New York**—Holden bronze.  
**Red Doty**—Bright red.

**Lillian Doty**—Soft pink.  
**Klondike**—Brilliant yellow.  
**Hilda Canning**—Brilliant  
bronze.  
**Godfrey**—Late, light pink.  
**Uvalda**—Early. Pure white.  
**Golden Feather**—A rich  
reddish bronze.  
**Frau Beau**—Yellow brown.  
**Red Beau**—Reddish brown.

Price of all chrysanthemums on this page: Strong plants, 15c ea., 4 for 50c; \$1.25 per doz., postpaid.

# Plant a Hardy Garden Now — Lasts a Life-time



Dainty Baby Roses—Hardy, Always Blooming  
3 for 50c



Lillium Regale—Greatest of All Lilies—3 for 60c



Everblooming Hydrangea—America's Leading Hardy  
Shrub—2 for 50c

## Brilliant Hardy Specialties

Plant but once. These last indefinitely.  
Absolutely hardy everywhere. Flowers early to late.  
Price never so low. We pay postage.

LOVELY BABY RAMBLER ROSES—1 Edith Cavel, crimson, 1 Ellen Poulson, pink, 1 White Baby. Low growing, hardy, beautiful—3 in all, 1 year 50c, 2 year plants, 3 for \$1.35. Priced separately, 1 year plants 20c each; 2 year plants 65c each. Larger, Star-size 85c each. All postage paid. **Make beautiful potted plants indoors.**

3 LILIUM REGALE FOR 60c—Lilium Regale, greatest, hardy, garden lily. Immense flowers, enormous clusters. Exquisite jasmine fragrance. 25c each, postpaid.

2 STRONG PLANTS, POPULAR BUTTERFLY BUSH FOR 50c—Beautiful 1 new, hardy bush, resembling a Lilac. Long spike, lilac color bloom, shading to lavender. Blooms continually. June to frost, 2 for 50c. 1 plant 35c, postpaid.

2 STRONG 2 YEAR PLANTS HARDY EVERBLOOMING HYDRANGEA FOR 50c—America's most popular hardy shrub. Masses of pure white flowers the whole season thru. You see it everywhere. 1 plant 35c, postpaid.

3 HARDY PEONIES FOR \$1—1 each, Festiva Maxima, best white; Edulis Superba, glorious pink, American Beauty, gorgeous crimson. Greatest offer ever made. 1 root 40c, postpaid.

ALL COLLECTIONS  
SENT POSTAGE  
PREPAID



Exquisite New Hardy Butterfly Bush—2 for 50c



Best Peonies—American Beauty, crimson; Festiva Maxima, white; Edulis Superba, pink—3 for \$1.00



"Roses received from you were small but I wish you could see them now. They have made wonderful growth and some have canes as long as 15 feet."—Mrs. L. S., Danville, Ill.



# Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection.

All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

## PLEASE ORDER BY COLLECTION NUMBER

<b>50c</b>	buys four splendid new hardy Tea Roses. A choice selection of colors.	No. 45
<b>50c</b>	buys four hardy Hybrid Tea Roses. Beautiful colors and tints that will please.	No. 46
<b>50c</b>	buys two hardy bush Roses and 3 hardy Climbing Roses. Rare and brilliant.	No. 47
<b>50c</b>	buys 4 choice Geraniums. Wonderful selection. The lovely colors will please.	No. 48
<b>50c</b>	buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box.	No. 49
<b>50c</b>	buys five elegant Chrysanthemums. The blooms are large and handsome.	No. 50
<b>50c</b>	buys four extra fine Carnation plants that will bloom for you all the season.	No. 51

<b>50c</b>	buys five elegant Cannas for outdoor planting. Assorted kinds.	No. 52
<b>50c</b>	buys one Phlox, three German Iris. Assorted colors and desirable in the garden.	No. 53
<b>50c</b>	buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure.	No. 54
<b>50c</b>	buys 1 Asparagus Sprenger, 1 Asparagus Plumosa, 1 Geranium, 1 Fern.	No. 55
<b>50c</b>	buys 10 fine Tuberose bulbs, 5 Excel-sior Pearl, 3 Orange flowered and 2 New Variegated Leaved varieties.	No. 56
<b>50c</b>	buys 12 new and rare Gladioli of Assorted colors. A collection of splendid value.	No. 57
<b>50c</b>	buys three splendid Dahlia bulbs. Mixed kinds. Good, strong tubers. Fine value.	No. 58

**FREE** in all orders for 4 or more of these collections we will add a vigorous polar or our own world famous Rose, Baby Doll, FREE.

## Miscellaneous Plants

**Fuchsias**—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings.

**American Wonder Lemon**—Pure white flowers, as large as tuberose blooms, fragrant as orange blossoms. Large fruit, full of rich juice. **50c each, postpaid.**

**English Ivy**—A splendid evergreen climber with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support.

**Asparagus Sprenger**—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. One of the best for window box.

**Asparagus Plumosus**—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration.

**Vinca Variegata**—Beautiful trailing vine, bright green leaves bordered with creamy white.

**Poinsettia**—This is the plant which produces the large clusters of red leaves or flowers which are seen in all the flower stores at Christmas. Price: **35c each, postpaid.**

(From The Evening Bulletin—Philadelphia, Sept. 12, 1925)

### ROSE GROWING MADE EASY

Don't Bother with Budding or Grafting. Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

Price of all miscellaneous plants above, except where noted, 20c each, 3 for 50c, postpaid.

# Superb Rose Bushes 12½c each

Look at the varieties! Each one a sparkling novelty—David O. Dodd, the giant crimson; Baby Doll, has all the colors of the rainbow; Alexander Hill Gray, the great yellow bush rose!

JUST SCAN THE LIST! THE GREATEST OFFER EVER MADE—



New Giant Crimson, David O. Dodd is included in this great "Trial Collection"

## "FAVORITE COLLECTION" \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

### SPECIAL OFFER

For \$1.00 we send 8 strong study, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00 postpaid. Please order as "The Favorite Collection."

### 8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Gentlemen—Late in August I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However, EXELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TA USENDSCHEON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they out bloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.

## GRAND "SURPRISE COLLECTION"

### 4 MAGNIFICENT TWO-YEAR-OLD ROSES FOR \$2.25

You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS and plants ARE LABELED. All big, strong two-year-old plants. Don't miss this great Bargain offer.

**SPECIAL OFFER**—4 splendid, two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "Pink Radiance," the dazzling pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, and the others equally desirable; delivered anywhere in the U. S. A., safe arrival guaranteed, for \$2.25 prepaid by parcel post.

Please Order as the "Surprise Collection" and Get the Surprise of Your Life.

## OUR GREAT TRIAL COLLECTION

Ours is the greatest collection of own-root roses in America. The list includes the finest of the world's production. Many superb varieties find their way to prominence in this great collection. White, pink, red, yellow, fancy colors—all are found here in bush and climbing types—rare varieties, our selection, sure to grow, sure to bloom.

## 8 Superb Potted Roses for \$1.00 Postpaid

We include in the collection the famous David O. Dodd, giant crimson; Baby Doll, the daintiest of them all; Alexander Hill Gray, the premier yellow and 5 others, our selection, all labeled, sent postpaid for \$1.00.

Be sure to order this famous "Trial Collection" of one year old potted roses. The three superb novelty roses, David O. Dodd, Baby Doll and Alexander Hill Gray are really worth the price alone.

Order, Please, as Trial Collection



Hardy Climbing Rose



White Cochet



David O. Dodd



Climbing American Beauty



Alexander Hill Gray



Tausendschon



Lady Hillingdon

## David O. Dodd Set

**12 Strong, Vigorous \$2.00**  
First Size Plants

Here is our choice, 12 best, all-round roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all of bush type. We answer your question—"What are the 12 best varieties?" Here they are including that superb new rose, **David O. Dodd**. All hardy but winter protection always helps. Any 6 at dozen rate.

**DAVID O. DODD**—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

**BABY DOLL**—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

**GRUSS AN TEPLITZ**—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

**ALEXANDER HILL GRAY**—We have not seen a more glorious perfect, pure yellow rose.

**LADY HILLINGDON**—Apricot yellow, shaded to orange on the outer edge of petals.

**WHITE COCHET**—Flowers are pure, glistening white. We think it the best white. Always blooming.

**CLOTHILDE SOUPERT**—A marvelous rose. Strong, dwarf, constant bloomer, double flowers, ivory white, silvery rose center. None better.

**MRS. B. R. CANT**—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

**MME. FRANCISCA KRUGER**—Strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow.

**CLIMBING AMERICAN BEAUTY**—Perfect grower, hardy with vivid, rosy crimson flowers. Delicious fragrance. Blooms for weeks. Great rose.

**HUGONIS**—“Golden Rose of China.” Unique, blooming in early spring. Great wreaths of golden yellow, single flowers. Hardy.

**TAUSENSCHON**—“Thousand Beauties.” Flowers are every color and shade, borne on enormous trusses. Free blooming, gorgeous, hardy, climbing rose.

### SPECIAL OFFER

One each, strong vigorous, first size plants, 12 in all postpaid for \$2.00. The entire set in strong 2 and 3 year old plants \$6.50 postpaid; the 12 varieties in still larger star size plants \$9.00 prepaid by parcel post. Order as the “DAVID O. DODD SET.”



Baby Doll



Hugonis



Gruss an Teplitz

# Gorgeous Novelty Rose Bargains

## SPECIAL BARGAIN OFFER

**3 in All  
Strong 1 Year  
Plants 60c**

1 Famous Jeannette Heller Bush Rose

1 Hardy, free blooming Keystone Rose

1 Superb David O. Dodd Bush Rose

**3 in All  
Strong 2 Year  
Plants \$1.75**

*We Pay Postage  
Safe Arrival,  
Satisfaction  
Guaranteed*



*Our Lovely Jeannette Heller Rose*

### **Lovely Jeannette Heller**

For health, hardiness, freedom of bloom, color effects, it's the premier garden bush rose! Nearly a million sold. Shell pink in center, shading off to blush and yellow. Exquisite. Height 2 to 4 feet.



LARGER, STAR SIZE PLANTS **\$1.00** each POST PAID

**DAVID O. DODD**  
**Great American Rose**

*Keystone — New Hardy Free-Blooming Yellow Climbing Rose*

### **Keystone**

It's the long hoped-for, strong-growing, free-blooming, hardy, clear lemon-yellow, climbing rose. Sensational. Very fragrant. A beauty. Hardy everywhere. Needs no winter protection.

### **David O. Dodd**

A superb novelty Rose. Flower 5 to 6 inches across, very double. Always blooming. Delicious fragrance. Deep velvety crimson. Truly gorgeous. Absolutely hardy everywhere.

Above Exclusive Heller Productions are the Last Word in Rose Novelties. Easy to grow. Free blooming. Hardy. Price separately: 1 Year Plants 25c each, 2 Year Plants 70c each; David O. Dodd, 75c each. We Pay Postage. Larger, star size plants, \$1.00 each, postpaid.

# THIS IS WHAT OUR CUSTOMERS WRITE ABOUT OUR STOCK

Not what we say, but what others say, voluntarily. Thousands of our friends take the time and trouble to write us from all over the world. Here are a few of their letters. If you are afraid that you can't have beautiful results, just read these letters from amateurs and beginners. It shows the high character of our plants. How easy it is to succeed with them and that they "go and grow" everywhere.

**Indiana**—David O. Dodd is a superb rose.—Mrs. M. J. T., Indianapolis.

**Oklahoma**—Jeannette Heller is altogether lovely. All your catalog says and then some.—Mrs. T. C. B., Pryor.

**Ohio**—I have the Pride of New Castle and am so fond of it that I am getting one for a friend. I have raised roses for years but none can compare with yours.—Mrs. C. T. Q., Cleveland Heights.

**Pennsylvania**—The Pride of New Castle is the finest red rose.—Mrs. A. B., Equinunki.

**Indiana**—The Baby Dolls are wonderful.—G. A. S. Muncie.

**Iowa**—Jeannette Heller is the most beautiful rose I ever saw.—Mrs. J. L. R., Fort Dodge.

**New Jersey**—Your manner of shipping is your best advertisement. My roses were as fresh when received, as if they had just been removed from the ground.—Mrs. G. B. W., Williamstown.

**Dutch West Indies**—Last shipment received in wonderful shape. Customers very well pleased. The free goods were of good size.—H. M. H., Aruba.

**Wisconsin**—Roses purchased from you this spring survived the dry season better than any we purchased from three other sources.—F. W. H., Edgerton.

**Maine**—I truly believe there is no other firm in the world that can equal the all around quality of the roses received from you. Each and every plant produced wonderful results. I wish I could tell every rose buyer about them.—E. T. C., Portland.

**Illinois**—I saw your "Pride of New Castle" rose last summer, it is as beautiful as described in your catalog.—Mrs. R. A., Earlville.

**Massachusetts**—The "Jeannette Heller" I bought from you is lovely.—Mrs. F. H., Brockton.

**Texas**—I have had wonderful results from Heller roses.—Mrs. Z. T. B., San Antonio.

**Missouri**—Roses received from you were nice plants and came through in good condition.—O. F. T., Clinton.

**Minnesota**—Every rose purchased of you has lived and bloomed.—W. P. W., St. Paul.

**Virginia**—I received my roses and are very much pleased with them.—F. E. R., Roanoke.

**Missouri**—Roses sent me this spring are the finest, healthiest roses you ever saw. Growing like wild fire. I want 12 more.—W. C. P., Moberly.

**Tennessee**—My Pride of New Castle is just full of beautiful roses. It is my pride too.—Mrs. O. F. Nashville.

**New York**—The twenty-one roses have arrived. To say I am pleased is almost unnecessary.—O. G., Brooklyn.

**Washington**—The American Beauty, Baby Doll, Jeannette Heller and Pride of New Castle planted this spring have grown beautifully.—Mrs. P. T. F., Burley.

**Pennsylvania**—Pride of New Castle comes closer to being the rose shown in your illustration than anything I have ever seen in a catalog.—Mrs. M. C. R., Pittsburgh.

**Indiana**—You can tell the world I am crazy about the Jeannette Heller, Etoile de Lyon and Alexander Hill Gray which I ordered from you this spring.—Mrs. R. C. M., Indianapolis.

**Oklahoma**—The 20 roses "David O. Dodd" Set and Trial Offer of first size plants all lived and began blooming July 1st and are still in bloom November 21st. The past summer was the hottest and driest summer ever known in Oklahoma.—J. E. Gibbs.

**New York**—My order of first size roses from you came in splendid condition and are doing fine. I am delighted with them.—V. J. S., Shushan.

**Illinois**—I have several of your roses and they are gorgeous.—C. S., Germantown.

**Kentucky**—The roses I purchased from you are fine. "Pride of New Castle" is the most beautiful rose I have ever seen.—Mrs. J. R. T., Louisville.

**Ohio**—Received roses and Hydrangeas in fine condition. They are just wonderful. You have another customer in the future.—D. D. F., Yellow Springs.

# INDEX, TERMS AND GUARANTEE

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hardy Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M. Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier.....	H.C.	16	Etoile de Holland.....	H.T.	7	Mme. Eugene Marlitt.....	H.T.	9
Alex. Hill Gray.....	Tea	5-10	Etoile de France.....	H.T.	9	Mme. Gregoire Staechelin..	H.T.	6
Amelia Gude.....	H.T.	9	Etoile de Lyon.....	Tea	14	Mme. Jenny Gillemot.....	H.T.	13
American Beauty.....	H.P.	10	Eugene Jacquet.....	H.C.	17	Mrs. Aaron Ward.....	H.T.	8
American Pillar.....	H.C.	16	Excelsa.....	H.C.	16	Mrs. A. R. Waddell.....	H.T.	6
Anny Muller.....	P.	12	Fort. Dble. Yellow.....	C.T.	18	Mrs. B. R. Cant.....	Tea	15
Aunt Harriet.....	H.C.	16	Francis Scott Key.....	H.T.	11	Mrs. Henry Morse.....	H.T.	6
Baby Doll.....	P.	5	Frau K. Druschki.....	H.P.	15	Mrs. Robert Peary.....	H.C.	18
Baby Tausendschon.....	P.	12	Freedom.....	C.H.T.	18	National Emblem.....	H.T.	10
Bess Lovett.....	H.C.	16	Gardenia.....	H.C.	16	Padre.....	H.T.	6
Belle of Portugal.....	H.C.	18	Garden Gem.....	H.C.	7	Paul's Scarlet.....	H.C.	17
Betty Uprichard.....	H.T.	7	Gen. Jacqueminot.....	H.P.	15	Paul Neyron.....	H.P.	15
Birdie Blye.....	H.C.	16	Gen. MacArthur.....	H.T.	9	Pink Killarney.....	H.T.	13
Briarcliff.....	H.T.	7	George Elger.....	P.	12	Pink Cochet.....	Tea	13
Bridesmaid.....	Tea	14	Gloire Lyonnaise.....	H.P.	15	Pink Radiance.....	H.T.	8
Chatillion.....	P.	12	Green Rose.....		12	Premier.....	H.T.	10
Chaplin's Climber.....	H.T.	6	Gruss an Teplitz.....	H.T.	8	President Hoover.....	H.T.	6
Cherokee.....	H.C.	18	Gruss an Aachen.....	P.	12	Prince E. C. de Arenberg..	H.T.	10
Christine Wright.....	H.C.	16	Heart of Gold.....	H.C.	16	Pride of New Castle.....	H.T.	4
City of Little Rock.....	H.T.	7	Helena Cambier.....	H.T.	9	Red Cochet.....	Tea	13
Cli. Ameriean Beauty.....	H.C.	17	Henri Martin.....	M.	11	Red Baby Rambler.....	P.	12
Cli. C. Brunner.....	H.C.	18	Hermosa.....		11	Red Columbia.....	H.T.	7
Cli. Clo. Soupert.....	C.T.	18	Hugonis.....		12	Red Giant.....	H.T.	7
Cli. Columbia.....	C.H.T.	11	Ideal.....	P.	12	Red Letter Day.....	H.T.	11
Cli. Helen Gould.....	C.H.T.	18	Jacotte.....	H.C.	17	Red Radiance.....	H.T.	8
Cli. Gruss an Teplitz.....	C.H.T.	18	J. B. Clark.....	H.P.	15	Rhea Reid.....	H.T.	8
Cli. Sunburst.....	C.H.T.	18	J. C. Mensing.....	H.T.	7	Richmond.....	H.T.	9
Cli. Pink Cochet.....	C.T.	18	Jeannette Heller.....	Tea	5	Rosarie.....	H.C.	17
Cli. Marechal Niel.....	C.H.T.	18	John Cook.....	H.T.	7	Roselandia.....	H.T.	6
Cli. Rhea Reid.....	C.H.T.	18	J. J. L. Mock.....	H.T.	10	Rose Hill.....	H.T.	7
Cli. White Cochet.....	C.T.	18	Kais. A. Victoria.....	H.T.	10	Royal Red.....	H.T.	7
Clothilde Soupert.....	P.	11	Keystone.....	H.C.	16	Sen. Mascurard.....	H.T.	6
Columbia.....	H.T.	11	Kootenay.....	H.T.	7	Silver Columbia.....	H.T.	9
Co. R. S. Williamson.....	H.T.	9	La Champagne.....	H.T.	9	Silver Moon.....	H.C.	16
Cornelia Cook.....	Tea	15	Lady Hillingdon.....	Tea	9-15	Sir Thomas Lipton.....	Rug.	11
Courtney Page.....	H.T.	7	Lady Alice Stanley.....	H.T.	6	Sunburst.....	H.T.	9
Crimson Beauty.....	H.T.	6	Lady Ursula.....	H.T.	7	Talisman.....	H.T.	6
Crimson Queen.....	H.T.	8	LaFayette.....	P.	12	Tausendschon.....	H.C.	17
Crimson Cochet.....	Tea	13	Lórd Charlemont.....	H.T.	9	The Bride.....	Tea	15
David O. Dodd.....	H.T.	32	Mad. F. Kruger.....	Tea	15	The General.....	H.T.	7
Dorothy Perkins.....	H.C.	16	Magna Charta.....	H.P.	15	Templar.....	H.T.	7
Dr. Van Fleet.....	H.C.	16	Marie Guillot.....	Tea	14	Violette.....	H.C.	16
Duchess of Wellington.....	H.T.	7	Marie Lambert.....	Tea	14	White Baby Rambler.....	P.	12
Edel.....	H.T.	7	Marie Pavie.....	P.	12	W. F. Kendrick.....	H.T.	6
Elsie Beckwith.....	H.T.	7	Mary Lovett.....	H.C.	16	White Dorothy Perkins.....	H.C.	16
Elizabeth Rowe.....	M.	11	Mary Wallace.....	H.C.	17	White Killarney.....	H.T.	13
Ellen Poulsen.....	P.	12	Miss Edith Cavell.....	P.	12	White Cochet.....	Tea	13
Emily Gray.....	H.C.	17	Mlle. C. Brunner.....	P.	12	Yellow Cochet.....	Tea	13

**Prices, terms, offers and conditions in this book  
cancel all previous offers and terms.**

**Terms, Cash With Order**—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk.

**Please Use Order Blank** and write name and address plainly. Write letters on separate sheet. Please enclose stamped envelope if special information is wanted.

**Order Early**—The sooner the better. All orders shipped immediately unless directed to the contrary. Early ordering is of mutual advantage. Stock reserved for delivery when desired. Orders sent C. O. D. if desired. Just pay the postman.

**Parcel Post and Express Shipments**—All goods at **Postpaid** prices mean we pay transportation charges. When goods are ordered to be shipped by express, the purchaser pays express charges. Parcel post shipments insured up to \$25.00 for 10c extra to be remitted with order.

**Canadian and Foreign Orders**—Please remit 25 per cent additional for extra packing and postage. Canadian customers must secure a permit from the Sec'y of the Destructive Insect and Pest Board, Dept. of Agriculture, Ottawa.

**We Reserve the Right to Substitute** another variety of equal value for any variety the stock of which is exhausted, unless we are instructed to the contrary.

**Our Guarantee**—All shipments must be satisfactory when received or order duplicated or money refunded, whichever preferred. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery, in good condition, our responsibility ceases. We do not guarantee safe arrival of Canadian, U. S. Colonies or foreign shipments. We give no guarantee, express or implied, as to the quality or productiveness of any plants or bulbs we send out. While we strive to have our plants true to name we do not guarantee it. Soil and climatic conditions, wet or dry growing season, improper care, unfavorable location, are causes for failure over which we have no control. **Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.**

**To Whom It May Concern:**—“Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times.”

Citizens State Bank, New Castle, Ind.

# The Glorious DAVID O. DODD

## The Long Looked For Crimson Bush Rose



## **SUPERB HARDY EVERBLOOMING DARK CRIMSON BUSH ROSE**

The dream of every rose grower has been to produce a new, crimson rose of outstanding beauty. Starting with "RICHMOND," which attained much fame, there has been many new, crimson and red roses introduced, but nothing to compare with the "DAVID O. DODD" and "PRIDE OF NEWCASTLE." It is a matter of pride that we have brought these two amazing new roses before the rose lovers of America.

**We say without hesitation that they are the two best roses of their color now known and are the peers of all crimson roses of today.** They are closely related as far as breeding is concerned, but there is a distinct difference between them.

"DAVID O. DODD" produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 or 60 petals, on a strong bush, growing to the height of 3 to 4 feet. Marvelous for its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size. Continuous blooming. Foliage very large and disease resisting. Hardy in all sections of the country.

A gorgeous, new, American rose with the most delicious perfume, "DAVID O. DODD" will astonish and amaze you. A great novelty of the highest merit offered and we offer it, in comparison to the other new roses, at extremely low prices within the reach of everyone.

**SPECIAL BARGAIN PRICES—STRONG POTTED PLANTS, ON OWN ROOTS: 2 and 3 year old plants, 75c each; 2 for \$1.35; still larger size star specimen plants, \$1.00 each; strong 1 year old plants 25c each, 3 for 60c. All prices include postage prepaid.**

# HELLER BROTHERS COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA